

1 Advertisement

Post Title: CRM Marketing Officer

School/department: Marketing in the Division of Communications, Marketing and Advancement

Hours: Full-time or part-time hours considered up to a minimum of 36.5 hours per week. Requests for [flexible working](#) options will be considered (subject to business need).

Contract: Permanent

Reference: 7762

Salary: starting at £26,341 to £30,497 per annum, pro rata if part time

Placed on: 21 April 2022.

Closing date: 24 May 2022. Applications must be received by midnight of the closing date.

Expected interview date: TBC

Expected start date: ASAP

The University of Sussex is looking for a CRM Marketing Officer to join our existing Marketing team. We're looking for a team player with excellent client and customer service skills, a good understanding of email marketing and how it integrates with the different media channels. They must have a keen eye for detail to help deliver email marketing activity for Sussex.

Day to day activities will include copy writing, running email marketing campaigns, competitor research and email campaign evaluation. The Marketing Officer will support the work of the existing CRM Marketing Manager and Senior CRM Marketing Manager and work with other members of the Marketing Team.

The Marketing Team is comprised of 20 staff with expertise in CRM, Market Research, Marketing planning and delivery. The team works with others across the University to develop evidence based and strategic approaches to marketing.

At Sussex we take an evidence-based approach, and a significant proportion of the work of the Marketing Officer will be concerned with providing a detailed knowledge of the market, and competitors.

This is an exciting time to join Sussex. We are a dynamic team, doing good and important work. There are opportunities to help develop new areas of marketing activity for the University, particularly in CRM

For full details and how to apply see our [vacancies page](#)

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

2. The School / Division

The Professional Services comprise approximately 650 staff across eleven main divisions. The budget is approximately £12m a year. In addition, trading activities for residences and other campus services have a turnover of £17m a year.

Division of Communications, Marketing and Advancement

The Division of Communications, Marketing and Advancement is responsible for enhancing the reputation of the University, ensuring the institution's vision and features are promoted and understood by a range of stakeholders including prospective and current students, alumni, supporters, media, staff, government, business and the public.

The division promotes the achievements of students, academics and researchers, as well as professional staff, and communicates the University's education and research offering as well as major developments related to the institution.

It works with colleagues across the University to help maintain Sussex's reputation as a world-class, innovative institution striving for a better world.

It also responsible for meeting Undergraduate and Postgraduate yearly recruitment targets for a both a domestic and International audience.

The Marketing Team

The Marketing Team has a student recruitment remit. The team takes an evidence-based approach to marketing strategy and delivery.

The team is responsible for devising and delivering marketing and PR strategy and activities to reach targeted markets via an evidence-led approach. It works closely with other teams in the Division and colleagues across the University to support the Schools of the University and to promote the University.

Central to all our activities is a customer journey approach delivered predominately through digital channels (web content, SEO including SEO driven content and meta descriptions, google search, email, display as well as social media channels, third party listings sites).

3. Job Description

Job Description for the post of: CRM Marketing Officer

Department: Marketing

Section/Unit/School: Division of External Relations

Location: Falmer (Amex Stadium next to the University of Sussex)

Grade: 5

Responsible to: CRM Marketing Manager

Key Responsibilities:

Working as part of the Marketing team, to assist in the development, implementation and evaluation of email marketing plans using CRM software package Campus Management Connect.

Main tasks

1. Writing copy, building and sending of HTML emails
2. Project planning and implementation of CRM marketing plans
3. Evaluation of CRM campaigns
4. Market and competitor data collection and analysis
5. Marketing Administration
6. Other duties

1. Writing copy, building and sending HTML emails

The post-holder will be responsible for the delivery of email campaigns. The key tasks required are:

- Writing compelling and grammatically correct marketing copy in house style, and to proof read copy of others to the highest standard.
- Build emails in HTML using CRM tools.
- Creating accurate data lists in CRM software to deliver campaigns.

2. Project planning and implementation of CRM marketing plans

The post-holder will be responsible for supporting the implementation of CRM marketing campaigns within agreed priorities, in line with the University's External Relations strategy and the wider University strategy.

This may include:

- Project planning forthcoming work to ensure deadlines are met.
- To understand the requirements of CRM marketing within Professional Services including International Office, Undergraduate and Postgraduate Student Recruitment and Admissions.
- Working with the CRM Manager to plan and write briefs to commission design, copy and oversee CRM marketing with other team members including Marketing Officers and other CRM users.
- To act as a brand champion for the University, maintaining quality standards of production across all CRM activity.

3. Evaluation of CRM Campaigns

The post-holder will work with the CRM Manager to compile detailed campaign results evaluation every quarter. This may include

- Detailed review of response rates and click through rates on a communication basis.

- Analysis of how response rates track through to conversion by interrogating data sets.
- Recommendations on campaign efficiencies and improvement to increase response and conversion.
- Presentations and reports of marketing data for a variety of internal audiences.
- Presentations of the results of marketing activity and evaluation of work undertaken.

4. Market and competitor data collection and analysis

The postholder will support market research as directed by the Head of Marketing, CRM Manager and Senior CRM Marketing Manager. Research activities may include:

- Competitor CRM analysis – timing and creative content
- Competitor observation at fairs and events to evaluate data-capture performance
- Competitor benchmarking
- Surveys
- Innovation in CRM strategy in the sector as a whole

The Marketing Officer will be confident and competent in using Excel in order to produce charts, graphs and to perform calculations relating to market data.

Work to support the Market Research Officer and Marketing Managers in providing reports through CRM.

5. Marketing Administration

The CRM Marketing Officer will work within the Marketing team to support the Marketing Managers in delivering a wide range of marketing activity.

- Arranging meetings and note-taking at school and department marketing meetings, as necessary.
- Keeping track of agreed actions and follow up where necessary.
- Ensure good communication and effective information sharing with other External Relations teams

Other duties

The CRM Marketing Officer will be expected to produce high quality presentations which must be in the University's template and style. Examples of the sorts of presentation required are:

- Reports of CRM marketing proposals
- CRM campaign results
- Undergraduate event results

The CRM Marketing Officer will also assist with the CRM administration of admissions days and open days, working closely with the Undergraduate Recruitment team to ensure effective preparation and delivery. This will involve using CRM to monitor and report on event bookings and helping the Undergraduate Recruitment team at event registration at least two Saturdays a year to make sure all attendees are recorded on the CRM system.

The post may occasionally involve some travel across the UK to represent the University at recruitment fairs in the UK and to attend other activities.

4. Person Specification

EXPERIENCE

	Essential	Desirable
Proven ability to engage positively with prospective students and colleagues	X	
Experience of HTML builds for marketing purposes		X
Experience of digital communications either web or email	X	
Experience comparing data for marketing purposes		X
Experience of evaluating digital, direct marketing or email campaigns		X

SKILLS/ABILITIES

	Essential	Desirable
Administrative skills to include good organisational and communication skills appropriate to a busy open plan office environment.	X	
Ability to take accurate notes at meetings	X	
Excellent standard of written and spoken English	X	
Ability to write clear, concise, accurate and engaging copy for the range student recruitment marketing purposes and appropriate for different media	X	
Ability to adapt written material to make it appropriate for different marketing channels	X	
Ability to deliver clear and concise, accurate and engaging communications for a variety of audiences	X	

A proactive and innovative approach to problem solving, with an ability to adapt to changing requirements	X	
Excellent time management skills and the ability to manage several different areas of work concurrently and to tight timescales	X	
Competence in the use of IT tools, including Word, Excel, Powerpoint and Outlook sufficient to perform the functions of the role as described in the job description	X	
Numeracy and close attention to detail	X	
Ability to work as part of a team and to foster good relations with a range of colleagues within and outside the institution	X	
Have an analytical approach to evaluation and reporting with a keen eye for detail and a passion for analysis	X	
Excellent customer and client-service skills	X	

KNOWLEDGE

	Essential	Desirable
Understanding of UK system of Higher Education		X
Understanding application processes to Higher Education		X
Awareness of basic marketing principles	X	
Awareness of different media and comms channels and understanding how they differ in terms of audience engagement	X	
Understanding of email communications and best practice	X	
Understanding of the concept of brand identity and brand values	X	
Understanding of the concept of visual identity to reflect brand	X	

PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
Willing to work in an open-plan, desk-based role.	X	
Able to work at least two Saturdays a year to help with registration for events at the University		X
Willing to spend extended periods on updating HTML and evaluation	X	
Confident in telephone and in-person engagements.	X	



The University is committed to equality and valuing diversity, and applications are particularly welcomed from women and black and minority ethnic candidates, who are under-represented in academic posts in Science, Technology, Engineering, Medicine and Mathematics (STEMM) at Sussex.